

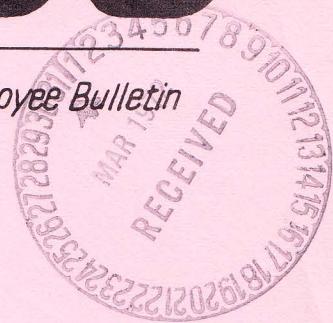
FLASH FROM 4500

Walt Disney World Employee Bulletin

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DATELINE: Walt Disney World
Day Before Opening or September 30, 1971

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TOMORROW...we raise the curtain for the beginning of the October Preview Month of the Magic Kingdom in Walt Disney World.

Planning began in 1965. Now...four hundred million dollars and six years later and untold gallons of blood, sweat, and tears, the public will visit this most ambitious creation in the history of the Disney organization.

The curtain is scheduled to go up for the public at 10 a.m. with closing at 6 p.m. However, with anticipation of early arrivals, we'll open the Main Entrance at 7 a.m. -- the Theme Park at 8 a.m. Closing also may be later than scheduled.

IT WILL BE A GREAT AND MEMORABLE DAY...for all of us. This does not mean that it won't have it's frantic...hectic...confusing moments. If your costume doesn't fit...a tram breaks down, and other things don't happen like they should, don't get up tight. That, as they say...is show business.

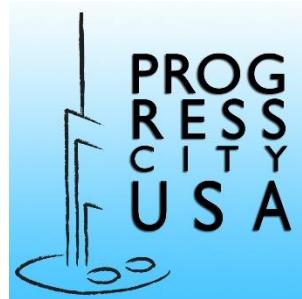
OUR PREVIEW DAYS may have worn everybody out, but it was great and necessary rehearsal time for the opening. All in all, we entertained an estimated 95,000 personnel and their families.

A FEW WORDS OF ADVICE ARE...

1. Remember...the guest is always right. If we are to make a mistake, make it in favor of the guest. We want people to say, "go to Walt Disney World: you'll love the people there."
2. Keep your sense of humor. If there is a contagion of attitudes, let it be on the funny side. Tension won't help anybody.
3. Then, among ourselves, let's have a feeling of help and understanding...team work is necessary.

GOOD LUCK TOMORROW. It will be an experience you'll never forget. And, if you are stuck for an answer, remember...CALL INFORMATION 4500!

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